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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		Application Number	10/708,592		
		Filing Date	March 12, 2004		
		First Named Inventor	Eliza Freud, et al.		
		Art Unit	TBA 4137		
		Examiner Name	TBA Kevin Poe		
Sheet	1	of	1	Attorney Docket Number	60655.7000

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
KP		"My Auction Home", <a href="http://sweeps.marketsystems.net/vip/auctions/myauction.html">http://sweeps.marketsystems.net/vip/auctions/myauction.html</a> , 01/14/2002, 1 page	
KP		Emailthatcounts Home Page, <a href="http://www.emailthatcounts.com">http://www.emailthatcounts.com</a> , 01/14/2002, 1 page	
KP		Mobil Rewards Program, <a href="http://www.mobilerewards.com/index.jsp?AGE=faq">http://www.mobilerewards.com/index.jsp?AGE=faq</a> , 01/14/2002, 2 pages	
KP		Points Loyalty Program@edea.com, <a href="http://marketplace.edea.com/cgi-bin/ncommerce3/ExecM cr /st tic/ip int.d2w/rep rt?wl=151">http://marketplace.edea.com/cgi-bin/ncommerce3/ExecM cr /st tic/ip int.d2w/rep rt?wl=151</a> , 01/11/2002, 4 pages	
KP		EmasOnline.com - EmasPoints Guidelines, <a href="http://www.emasonline.com/eonline/emasguidelines.sp?p gec t=sh p">http://www.emasonline.com/eonline/emasguidelines.sp?p gec t=sh p</a> , 01/14/2002, 1 page	
KP		Employee Loyalty Programme by NetCarrots Loyalty Services: A Powerful Management Tool, <a href="http://www.netcarrots.net/net/solutions/elp/ pmt.jsp">http://www.netcarrots.net/net/solutions/elp/ pmt.jsp</a> , 01/11/2002, 1 page	
KP		Online Business discover customer loyalty is easily bought, <a href="http://www.dr ke.edu/journalism/InfinetWorld/loyal.html">http://www.dr ke.edu/journalism/InfinetWorld/loyal.html</a> , 01/11/02, 3 pages	

Examiner Signature	<i>Kevin Poe</i>	Date Considered	10/31/07
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.  
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